

Marketing and Outreach Plan

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I. Introduction

On July 21, 2000 the FCC assigned 511 as the number which – when implemented - will enable travelers anywhere in the United States to access real-time traffic and transit information, and other types of location-based travel assistance via telephone. The objective of 511 is to establish a single, easy-to-remember three-digit number that allows easier access to desired traveler information and overcomes the confusion caused by the vast array of traveler information service numbers in existence today.

A 511 National Coalition comprised of a body of over 30 public agencies, industry groups, industry associations, and private companies from around the country is working cooperatively to facilitate the national effort to deploy 511. The Coalition is led by AASHTO and has been organized by AASHTO, APTA, ITS America, and the US DOT. The Coalition has two operating entities; a Policy Committee comprised of executives of its members and a Working Group that function as staff members of the Coalition.

The Coalition is addressing several of the issues raised by the FCC order, including content and quality, national uniformity or consistency, and cost recovery and consumer pricing. The Coalition's decisions regarding these issues will be presented as guidelines for the deployment of 511 by State and local governments. The organizations leading the 511 Coalition will seek the support of their memberships in adopting the guidelines.

To complement the efforts of the Coalition, a marketing program is needed that will help to raise awareness about 511 and to secure support for the deployment guidelines. This document constitutes the Coalition's 511 Marketing and Outreach Plan.

II. Mission and Objectives

The primary mission of the 511 National Coalition is to facilitate and secure the timely establishment of a nationwide 511 traveler information number that is sustainable and which provides value to users.

In support of that, a marketing and public relations campaign designed to execute activities that support the overall goal of the Coalition will be launched. The program will support local deployments of 511 nationwide in a consistent manner and grow awareness and usage of the number. This objective will utilize and leverage resources of all parties including local deployers and Coalition members. Specific objectives of the national 511 communications plan are to:

- Create a campaign theme and graphic identity that will be central to the development and execution of all promotion of 511 at the national level. A thoughtful strategy to these activities is essential for many reasons.
 - Universal applicability and consistency across proposed campaign products.

- Straightforward delivery of messages to foster recognition and understanding of all campaign elements.

[NOTE: This “umbrella” 511 campaign identity will also need to work in conjunction with identities previously established for 511 by early adopter sites.]

- Create awareness among 511 implementers and users

Implementers. To build their awareness and acceptance of national 511 content, consistency, cost and consumer pricing guidelines, to encourage their participation and collaboration in the national 511 deployment initiative, and to share lessons learned by early-adopters.

End-users. To build awareness that 511 is *the* number to call for route specific, real-time traffic, transit and other related traveler information and/or services.

- Engage the assistance of 511 coalition members in national, state and local 511 awareness-building activities.

In short, the primary functions of the 511 marketing and outreach effort will be to communicate, promote, educate and motivate. However, the success of this effort requires the help and commitment of all Coalition members. Leveraging their resources will greatly enhance the program.

III. Target Audiences

The focus of the 511 Marketing and Outreach Plan will be on those audiences that are central to the success of 511 deployment. The target audiences include:

- *Deployers*, consisting of public agencies, to whom the FCC assigned local control over the 511 number, and private firms that supply hardware, software, communications, and other elements needed to build and operate a 511 service.
- *Campaign intermediaries* include professional associations, which have well-developed mechanisms for reaching their employees and members, and Federal Field Staff who will be facilitating 511 deployment through their work with state and local transportation agencies.
- *Media* include national and local media that are key to raising awareness of 511 among other target audiences.
- *Consumers or end-users*, who are the ultimate target audience for 511. However, the Coalition recognizes that deployers themselves will have primary responsibility for marketing to consumers in each location where 511 is deployed. Thus, activities of the Coalition’s consumer marketing efforts will be oriented primarily to support local marketing efforts.

Figures 1-6 provide a synopsis of the approach for each of the target audiences. Each synopsis presents a definition or description of the audience, the goals toward which the marketing activities are directed, and the methods or tactics that will be used to achieve the goals.

Figure 1: Public Agencies

Figure 1. Public Agencies

Description – This segment includes all the public sector organizations that are involved in the deployment of 511 in their geographic areas. Public agencies include organizations such as state departments of transportation, municipal traffic departments, regional transit authorities, and metropolitan planning organizations.

Goals:

- Make public agencies aware of 511 and how it can benefit them and the public they serve
- Encourage deployment of 511 within the geographic territory of the agencies
- Make agencies aware of 511 guidelines (content, consistency, cost) and implementation process
- Support local marketing efforts related to 511
- Leverage National Public Information activities with Public Agencies ability to contact and provide local media with relevant local/state/national 511 information
- Ensure consistency of message

Methods to Achieve Goals:

- Creation of 511 campaign identity to raise awareness within public sector
- Outreach to media relations staff within state and local transportation agencies
- Use news releases and press kits to keep them informed about national 511 effort.
- Presentations at major industry events/conferences
- Publications in journals, newsletters, and websites read by public sector representatives
- Distribution of promotional brochures and toolkit for 511 deployment
- Encourage use of 511 information “clearinghouse” and subscriptions to 511 Advisory e-mail list
- Enrollment of public agency representatives in speakers bureau to make available knowledgeable spokespersons on 511.
- Media training to public agency representatives to make them effective spokespersons for the 511 national deployment effort.
- Scanning tours for agency representatives to visit early adopter 511 deployments
- Workshops and courses on 511 deployment
- Peer-to-peer program in which agencies advise each other on deployment
- Assist local agencies in their 511 marketing efforts
- Writing and distribution of early adopter sites “lessons learned” white papers

Figure 2: Private Sector

Figure 2. Private Sector

Description – This segment includes the wire-less and wire-line telephone companies, information service providers (e.g., companies that collect, provide, and/or aggregate information on traffic, points-of-interest, road network), travel planning agencies, and system integrators/contractors.

Goals:

- Make private sector aware of 511
- Facilitate partnerships with the public sector
- Make private sector aware of guidelines (content, consistency, cost) and implementation process

Methods to Achieve Goals:

- Presentations at major industry events/conferences
- Publications in journals, newsletters, and/or websites
- Provide toolkit for 511 deployment
- Increase subscription to 511 Advisory email list
- Sponsor 511 one day workshops (similar to the sponsored by the I-95 Coalition earlier this year)
- Provide tours of existing 511/ATIS sites
- Provide and distribute promotional materials/brochures
- Create and maintain information “clearinghouse” (website) where the most up to date information, RFPs, and press material is located

Figure 3: National Trade Associations

Figure 3. National Trade Associations

Description – This segment includes the national associations beyond those leading the 511 Policy Committee whose members have roles in deploying 511 systems or are the users of 511.

Goals:

- Make national associations aware of 511 and its impact on their members
- Make national associations aware of guidelines (content, consistency, cost) and implementation process

Methods to achieve goals:

- Presentations at major industry events/conferences
- Publications in journals, newsletters and websites
- Toolkit for 511 deployment
- Increase subscription to 511 Advisory email list
- Sponsor 511 workshops
- Promotional materials

Figure 4: Federal Field Staff

Figure 4. Federal Field Staff

Description - This segment includes the federal staff working in FHWA Division Offices and Resource Centers, FMCSA Service Centers and FTA Regional Offices. Each of these offices has someone designated with ITS responsibilities and it is this person included in our target audience. The audience is targeted because of the relationship of this staff to local participants in a 511 deployment and of the technical support role the federal staff provides.

Goals:

- Make staff aware of institutional issues
- Make staff aware of basic technology issues
- Keep staff informed of 511 implementations and lessons learned
- Provide materials and other support to assist staff in working with local stakeholders
- Ensure consistency of message

Methods to achieve goals:

- Workshops for federal staff
- Identification of peers for Peer to Peer program
- Creation and distribution of a selection of visual tools, and speaker support/promotional materials
- Supply speakers for local meetings
- Identify funding sources for that can support local initiatives
- Scanning Tours
- Market Research - Include 511 in Deployment Tracking System

Figure 5: Media

Figure 5. Media

Description – Media include a broad range of categories appropriate for 511 outreach:

- State DOT newsletter editors and Public Affairs Directors
- Newsletter editors of 511 Policy and Working Committee members
- Editors/writers at ATIS/ATMS related professional journals and associations
 - Transportation/Public Works/Transit Industry
 - Travel/Tourism Industry
- Centers for Transportation Studies/Centers of Excellence
- Representatives of mainstream broadcast and print media
 - Reporters
 - Editorial Boards

Goals:

- To create awareness of the developing national 511 system, and to showcase implementation efforts of early adopter sites
- To proactively provide as much information on 511 as possible to targeted local, national and international audiences through publications and broadcast outlets
- To ensure that general interest, lifestyle and traffic reporters, editorial writers and radio and TV personalities know where to go to get their questions about 511 answered
- To secure editorial writers support for 511 implementation
- To convey a consistent set of clear and concise set of messages

Methods to achieve goals:

Develop and implement media relations plan that consists of internally focused elements for 511 Coalition members and externally focused elements for the general media.

“Internally” focused (Government/511 Policy & Working Committee members/ ATMS & ATIS Related associations):

- Presentation(s) at AASHTO National Transportation Public Affairs Workshop, ITS America Communications and Outreach meeting, and other venues
- Leverage their ability to contact and provide local media with relevant local/state/national 511 information
 - Direct Mailing of 511 Information kit to AASHTO member state CAO's with request that articles be inserted into employee newsletters. Same materials could be sent to Directors at Centers for Transportation Studies and private sector 511 policy/working committee members.
 - Develop 511 information “clearinghouse” where all 511 informational materials – articles, graphics, fact sheets-- are electronically stored and accessible to media, speakers bureau participants, newsletter editors, people writing articles for trade journals/newsletters
- Listing of official 511 website information address on every 511 implementation coalition correspondence, FHWA letterhead, State DOT letterhead, etc.
 - Construct mailing list to direct mail all materials that the media gets to (to ensure “consistency of message”). Include heads of 511 implementation committees, ITSA State Chapters, Centers for Transportation Studies.

“Externally” focused media:

- Designation of “official” 511 spokespeople and experts – national/state/local.
- 511 specific media relations training for designated spokespeople.
- High profile media events at early adopter roll-outs – attended by national newsmakers (e.g., the Secretary of Transportation)
- Partner with P.R. staff of association conferences at which 511 presentations are being made to generate visibility for both their conference, and the 511 presentation.
- Develop and distribute press kits to include news releases, updates, 511 promotional materials and other publicity on 511 events
- Distribute “generic” 511 promotional materials to 511 early/mid and late adopters for inclusion with their local press kits.
- Editorial board meetings with major (print) media outlets in early adopter states and at other identified/critical media markets (D.C., New York, etc.)

Figure 6: Consumers/End Users

Figure 6. Consumers/End Users

Description – This audience consists of diverse sets of users of 511 that can be categorized in three general groups:

- Commuters (highway and transit service users)
- Through-travelers (business travelers and tourists)
- Commercial vehicle operators

Goals:

As stated previously, the marketing to end-users can best be handled at the local level, especially during the early years of 511 deployment. Local deployers will know their user base and can develop the most effective methods for reaching them. Thus, the goal of the national 511 marketing program will be to support the local deployers and will not attempt to launch a national campaign specifically directed at end-users. A national campaign would be not only very costly but would be premature given the sparse deployment of 511 in the early years. Appendix 2 presents a useful illustration of a local version of end-user audiences, marketing goals and methods for achieving those goals based on preliminary plans for TravInfo's 511 marketing in the San Francisco Bay Region.

Methods to achieve goals:

- News releases that are picked up by the media and ultimately reach consumers.
- Opinion editorials of newspapers are read by end-users
- 511 presentations and exhibits at conferences, meetings, and attended by end-users
- Public-service advertising through selected media to raise awareness about 511

IV. Market Research

Primary Research

There has been little research in the public domain on how travelers like to access information via telephone and what kinds of information they are interested in receiving. ITS America has commissioned original research to determine consumer reaction and interest in 511 services, logos, roadside signage and scenarios for 511 deployment.

This research will consist of a national telephone survey of 1200 respondents and four focus groups. The nationwide telephone survey is intended to gauge general interest in 511 services and guidelines for design, measures of quality, and service implementation. The focus groups will “drill down” in more detail with respect to service design, measures of quality, and scope of coverage. Critical questions that will be addressed include:

- *Content.* i.e., which services consumers expect from 511 and how much are they willing to pay for them?
- *Quality.* i.e., what kind of “quality” information do consumers expect, what would be the impact of “low quality” information on the use of a 511 system, what are the measures of effectiveness for quality?
- *Utility.* i.e., how would consumers change their trip based on 511 information, and what is the criteria for making such a change? Under what conditions will consumers use a 511 system for information outside of the region in which they reside?
- *Service Design & Consistency.* i.e., what kind of “perfect” system would consumers design, including text-to-speech, menu driven systems? Would consumers expect a consistent “familiar” 511 system regardless of the area in which they are traveling
- *Reliability.* i.e., whom will consumers most likely trust to provide 511 services?

The general public will be polled with an emphasis on commuters, through-travelers and commercial vehicle operators. These segments will be stratified into:

- Multiple age brackets
- Highway/Transit service users
- Urban/rural
- Commuter/Traveler/CVO

Secondary Research

It is anticipated that other relevant 511 specific consumer research will be gathered at various 511 “early adopter” sites to provide both qualitative and quantitative data and insights into travelers’ attitudes, thoughts, behaviors, beliefs and perceptions about 511. For example, the Metropolitan Transportation Commission in the San Francisco Bay Area and Utah Department of

Transportation are planning research in their areas. Additionally, there may be other types of relevant public and/or private sector 511 consumer research that may be done and available, including in-depth one-on-one interviews, diary panels, FHWA or other ATIS evaluations.

Data and information from 511 related market research studies and/or evaluations will be collected, reviewed and summarized. The results of this secondary research will be presented to the 511 National Coalition Working Group and Policy Committee in the form of a non-technical, highly condensed description of the research projects, their goals and objectives, background, methodology, key findings and recommendations, so that 511 coalition members can gain broader insights into the unique challenges faced with implementing 511 on a national scale.

V. Marketing Strategies and Tactics

Many strategies and tactics can serve multiple audiences, creating efficiencies in their development and use. For example, the creation of a 511 identity campaign will find application among five of the six audiences covered in this plan. Table 1 presents all strategies and tactics proposed for the six target audiences. The strategies and tactics can be classified into five types:

- Campaign identity
- Media relations
- Information development
- Outreach and training
- Other support activities.

Table 1. Strategies and Tactics by Intended Audience

Strategies and Tactics	Audience					
	Public Agencies	Private Sector	National Trade Associations	Federal Field Staff	Media	End-Users
Campaign Identity						
Create Campaign Identity	X	X	X	X	X	
Media Relations						
Media Relations Plan	X	X	X			
News Releases	X	X	X		X	X
Press Kits	X		X		X	
Media Training	X					
Arrange Interviews					X	
Opinion Editorials					X	X
Information Development						
511 Collateral Materials	X	X	X	X		
511 Information	X	X	X		X	

“Clearinghouse”						
Toolkit for 511 Deployment	X	X	X	X		
“Lessons Learned” White Papers		X				
Articles in Newsletters, Journals, Websites	X	X		X	X	
Outreach and Training						
National Deployment Launch						
Kick-off Events					X	
Tie Into Existing Meetings/Conferences/Events	X	X	X	X	X	X
Speaker’s Bureau	X	X	X	X		
Workshops/courses	X	X	X	X		
Scanning & Other Tours of 511 Sites	X			X	X	
Peer-to-Peer Program	X			X		
Advisory emails	X	X	X			
Advertising						X
Other Support Activities						
Marketing Research	X	X	X	X		
Marketing Assistance to 511 Mid/late deployers		X				
Identify funding sources for 511 implementation				X		

Although related tactics tend to be grouped together on the list, they should not be construed as being in any order of importance. Each strategy and tactic has value to offer to the national 511 deployment program, but it may be necessary to assign priorities for budgetary or other reasons.

Brief descriptions of each of the strategies and tactics are presented in the following paragraphs.

Campaign Identity

Create Campaign Identity

Forming a campaign identity involves creation and use of distinctive symbols (e.g. logo) and messages that express the vision of 511. The task will be to develop a logo, tag line, and other graphical and verbal elements to create an identity. Guidelines for usage of the identity for distribution to Coalition members and others will be developed and disseminated.

Media Relations

Media Relations Plan

This task involves development of a plan and its implementation. Media targets, including national and trade media, will be identified and a strategy developed for reaching them. The plan will be implemented, including coordination with media relations activities of Coalition members. The media will be monitored for their interests in and coverage of 511.

News Releases

Press releases to highlight 511 events and developments will not only inform media and other parties about 511 but will also maintain exposure for 511. After an initial high level of interest in a story, reporters' interest often wanes unless the story is retold frequently and with new information. Regular press releases from the Coalition and/or its member associations and other members will help maintain exposure for 511. The task will be to write the releases and to coordinate their issuance among the Coalition members.

Press Kits

Packaging and distribution of information to the media will be required. This task involves assembling material about 511, such as news releases, articles, contact information, and other printed materials into a brochure-type cover bearing the 511 logo and other parts of the 511 identity. Press kits will be distributed either through direct mailing or through Coalition members' distribution mechanisms.

Media Training

To maximize the effectiveness of the Coalition's interaction with the media, guidance to spokespersons, or their media relations representatives, will be provided. Records identifying these individuals will be kept, and these may change over time as additional agencies become interested in 511 deployment. It is anticipated that training, in the form of conference calls or distribution of written guidance, will be conducted periodically. For example, prior to press releases or events that might stimulate media interest training will be offered.

Arranging Interviews with Reporters

Media coverage will involve interviews with knowledgeable persons involved in various facets of 511. The objective of this task is to proactively and reactively arrange for interviews, to identify appropriate spokespersons based on a reporter's interests, and to coordinate the interviews with the spokespersons. The persons interviewed will be drawn from the 511 Speakers Bureau and elsewhere as appropriate.

Opinion Editorials

Editorials in the print and other media are valuable opportunities to spread the word about 511. Such editorials are read by decision-makers and influencers and the general public, too. The objective of this task will be to solicit the media's interest in running opinion editorials on 511. Writers of the editorials will be respected transportation professionals, including the Coalition members and others. Assistance will be provided to the writers as needed.

Information Development

The development and production of 511 information in various forms are critical to the plan. These include such things as brochures, Q&As, press kits, articles, and presentations.

511 Collateral Material

Development, production, and distribution of written materials about 511 are essential to marketing and outreach. The first task will be to identify the written materials that are needed, such as a 511 brochure. Drafts will be prepared and circulated for comments. Once finalized, they will be reproduced. Dissemination is possible in a variety of forms--mail, at conferences, posting on Websites, etc.--and all of these approaches will be considered for 511 collateral materials.

511 Information Clearinghouse

A clearinghouse for all 511-related information will be a valuable resource for all parties interested in 511 deployment. A Web-based clearinghouse is anticipated. The first task will be to determine where the clearinghouse should reside, such at one or more of the associations in the Coalition (e.g. AASHTO, ITSA, APTA). Once the location is decided, this task will involve supplying all 511 materials created in this program to the clearinghouse.

Toolkit for 511 Deployment

ITSA has proposed to develop a "toolkit" on 511 for use by agencies and firms planning to deploy a 511 system. The task for marketing and outreach would be to help in the dissemination of the toolkit to the audiences targeted in this plan. Activities involved with dissemination would include incorporating information about the toolkit in collateral materials, citing it in articles and presentations, including it in workshop and course materials, and coordinating dissemination by Coalition associations and other parties.

“Lessons Learned” White Papers

Early deployers of 511 will have many valuable lessons from their experience that will be documented and disseminated to help with later deployers. This task will involve gathering information and preparing white papers in the form of case studies or papers focusing on a particular facet of deployment, such as the 511 telecommunications system designs and costs.

Articles in Newsletters, Journals, Websites

Publishing information about 511 deployment is an important part of the Marketing and Outreach Plan. Publication venues include scholarly and popular journals, newsletters and Websites of associations. This task will involve identifying topics and authors for articles. Researching of topics or supplying source material or other forms of support may be required. Ghostwriting of articles may also be performed where appropriate. Coordination with journal editors will ensure timely publication of articles.

Outreach and Training

Outreach and training range from making presentations at conferences, to workshops and classes, to peer-to-peer consulting, to scanning tours of 511 deployment sites.

National Deployment Launch

In the late winter of 2002 a 2.5 day conference will be held to launch the 511 deployment initiative. The work will involve making all logistical arrangements in terms of venue reservation, meeting announcement, and on-site management of the event. It will also involve planning the content of the event by identifying the topics, speakers, materials, and audience and documenting the results of the meeting. Coordination with the media relations activities will be conducted to gain exposure to the conference.

Kick-off Events

Support for 511 deployer kick-off events will be provided. Support can be in various forms, such as sharing of collateral material, providing a speaker, sharing experience from other kick-off events, etc. Such support can be valuable to deployers, as it can help raise visibility for the event and maximize its effectiveness.

Tie Into Existing Meetings and Conferences

An important venue for raising awareness among potential 511 deployers, decision-makers, and influencers are the conferences and meetings that such parties attend. The task will involve identifying the conferences and meetings through contact with associations, negotiating a place on the agenda for a 511, and arranging for speakers and collateral materials for the conference/meeting.

Speakers' Bureau

This task involves maintenance of a list of persons who can serve as spokespersons for 511 at various venues. The list will be used to identify speakers appropriate for venues requiring a

presentation or comments about aspects of 511. Many of the members of the speakers' bureau will come from Coalition member organizations, but other parties will be solicited as well.

Workshop and Courses

The 511 marketing and outreach program will provide assistance in the development, publicizing, and conduct of training on 511. Types of assistance can include providing speakers, materials, reviewing syllabi, and publicizing the sessions to their target audiences.

Scanning and Other Tours of 511 Sites

Experience is often the most effective type of training. This task will provide support to the organization and conduct of tours in which potential deployers visit early deployers to hear about their experiences and observe their 511 systems in first hand. The task for marketing and outreach will be to provide assistance in the form of materials, publicizing the tours, and helping with tours where appropriate.

Peer-to-Peer Program

A 511 version of the U.S. DOT's program of peer helping each other could be beneficial to 511 deployment. As with other 511 training activities, the task for marketing and outreach will be to provide assistance in the form of materials, publicizing the peer-to-peer program, and helping in other ways as needed.

Advisory E-Mails

ITS America has established a 511 e-mail advisory service that publicizes all 511-related developments. Awareness and usage of the advisory service can be heightened by publicizing it in all Coalition associations' newsletters and in collateral materials produce as part of the 511 marketing and outreach program.

Advertising

The 511 National Coalition may want to invest in a national advertising campaign at an appropriate time depending upon the adequacy of resources for the methods chosen. The target audiences, timing, and ad placement will be selected carefully to get the message out in the most effective manner. While some forms of commercial advertising (e.g. broadcast TV) may be prohibitively expensive, the Coalition would most likely qualify for public service announcements (PSA) as a form of advertising worth pursuing.

Other Support Activities

It is anticipated that other support will needed, such as market research and advice on good practices or sources of funding for deployers to support their implementations, including marketing activities.

Market Research

ITS America has undertaken a national survey and focus groups to gauge traveler interest in 511 service. The results of the research need to be disseminated broadly and will be incorporated into other products of the Marketing and Outreach Plan.

Marketing Assistance to 511 Deployers

Marketing is fundamental to any new product launch, including 511 services. This task will make available the accumulated experience and knowledge of 511 marketing from the various activities encompassed in the Marketing and Outreach Plan. Assistance to 511 deployers could take various forms, such as sharing of experience in the preparation of collateral material, relevant market research results, successful marketing practices from other 511 deployments or other traveler information services, etc.

Identifying Funding Sources for 511 Initiatives

With funding often the barrier to undertaking initiatives such as 511, identifying sources of funding for 511 deployments will be a service that the Marketing and Outreach Plan can provide. Information will be gathered through contact with public and private sector parties, including Coalition members, and experience with previous 511 deployers. USDOT field staff can serve key channel for dissemination of this information, in addition to associations and publications identified elsewhere in this plan.

VI. Implementation of Tactical Approaches by Timeframe

The tactical approaches discussed in Section 5 will be implemented at specific points in time appropriate for reaching each target audience. For the purposes of the 511 Marketing and Outreach Plan, three time periods frame the rollout of the tactics:

- **Near-term through the first quarter of 2002**, in which the identity campaign is inaugurated, 511 guidelines are available, and a national launch event is held.
- **Mid-term from April through the end of 2002** to support the early deployers and spread the word to others.
- **Long-term from 2003 through mid-2005**, the end of the 5-year FCC period, to support an on-going steady stream of activities to sustain 511 deployment and use.

The near term corresponds to the establishment of 511 guidelines by the Policy Committee at the end of 2001 and their introduction at a national launch event in early 2002. Medium term represents a period of several early deployers coming on-line. Long term is the stage during which significant ramp-up of 511 deployment is expected leading up to the 5-year review by the FCC.

The following tables illustrate the implementation of tactical approaches within the three timeframes as envisioned for each of the target audiences.

Table 2. Implementation of Tactical Approaches—Public Agencies/National Trade Associations

Time Frame			Responsibility
Near Term (Sept. 2001-April 2002)	Medium Term (April-December 2002)	Long Term (2003-2005)	
Develop 511 campaign identity so that it can be used in all elements of marketing and outreach to public agencies Begin to incorporate identity in all presentations and collateral material	Use campaign identity to establish and reinforce 511 as important national program	Continue use of 511 campaign identity in all elements of marketing and outreach to public agencies	
Identify public agency representatives for the speakers bureau Identify conferences well attended by public agencies representatives and get 511 on the program. Designate speakers to give presentation at those conferences.	Speakers Bureau presentations at AASHTO NTPAW and ITSA Communications and Outreach meeting Continue to make presentations on 511 status at industry events/conferences Continue to identify public agency representatives for 511 speakers bureau and use them at conferences, meetings, workshops, and in media interviews	Continue presentations at conferences, meetings, and workshops to stimulate deployment of 511 and inform public agency representatives about national deployment status Continue use of speakers bureau and media training for 511 spokespersons	
Develop 511 information "clearinghouse" where all 511 informational materials are electronically stored and accessible Develop and distribute 511 brochures	Update and promote information clearinghouse Continue distribution of 511 collateral material Develop content and format for 511 "Toolkit" and distribute to public agencies	Update information clearinghouse Actively distribute and promote use of 511 brochures, e-mail advisories, information clearinghouse, and Toolkit to public agencies	
Outreach to media relations staff of state and local transportation agencies through distribution of news releases and press kits	Continue outreach to media relations staff of public agencies through use of 511 news releases and press kits	Continue outreach to media relations staff of public agencies through use of 511 news releases and press kits	
Identify local deployment marketing efforts and type of assistance needed Provide media training to designated 511 spokespeople	Assist deployers with marketing through best practices information and event support by attending launch events and sharing market research results.	Continue to assist state and local agencies in their marketing efforts for 511 deployments, such as attending launch events, advising on successful marketing practices, sharing market research results, etc.	
Identify publications, newsletters and websites read by public sector representatives. Draft and distribute (for publication) recurring news item that highlights status of deployment and how state and local agencies can stay informed and become involved.	Begin to draft and publish articles on 511 in professional and trade journals Continue to publish recurring news item on 511 deployment and information sources in key newsletters and websites	Continue publication of recurring news item on 511 deployment in newsletters and websites Continue publication of articles in professional and trade journals	
	Use federal field staff trained in 511 deployment to provide assistance to state and local agencies Initiate 511 peer-to-peer program	Continue use of federal field staff so they can assist their local clients Continue to support 511 peer-to-peer program Organize and conduct 511 scanning tours each year	
	Develop and offer workshop and courses on 511 guidelines and best practices	Offer workshop and courses on 511 guidelines and best practices	
Include information on 511 advisory e-mails in all outreach material	Continue to promote awareness and use of 511 advisory e-mails in all outreach material	Continue to promote awareness and use of 511 advisory e-mail	

Table 3. Implementation of Tactical Approaches – Federal Field Staff

Time Frame			Responsibility
Near Term (Sept. 2001-April 2002)	Medium Term (April-December 2002)	Long Term (2003-2005)	
Develop 511 modules for ATIS training venues. Test and refine 511 training modules at two workshops for interested federal staff.	Additional workshops and presentations including meetings for FTA and FMCSA. Continue to revise and update 511 training modules	Train all appropriate federal field staff. 511 information modules contained in NHI and NTI courses.	
	Identify peers from “early adopters”	Ongoing development and inclusion of knowledgeable peers	
Identify and develop appropriate/needed material(s)	Distribute material to all field offices	Update material and distribute as appropriate	
Identify and brief federal staff and others to be part of a Speakers Bureau for 511 aimed at informing field staff about program	Update speakers lists as appropriate	Update speakers lists as appropriate	
Develop program for 511 funding. Inform field staff about program	Develop information on funding approaches of 511 implementers and circulate to field staff	Update information as appropriate	
	Contact “early adopters” and develop list of possible scanning tours. Inform field staff of scanning sites and contacts	Update information as appropriate	
	Develop questions for next Deployment Tracking survey,. Publish results when ready.	Update surveys as appropriate	

Table 4. Implementation of Tactical Approaches – Media

Time Frame			Responsibility
Near Term (Sept. 2001-April 2002)	Medium Term (April-December 2002)	Long Term (2003-2005)	
Develop and begin implementation of a media plan	Evaluate/revise media plan	Evaluate/revise media plan	
<p>Develop a prioritized list of area cities/sites where contacts with relevant media outlets would be warranted.</p> <p>Develop a list of key transportation and traffic reporters, editors & other contacts at local & national publications, radio and television shows.</p> <p>Write press releases and materials for press kits and coordinate with Coalition members. Distribute press kits containing such items as news releases, fact sheets, at-a-glances, Op Editorials and speaker bio's.</p> <p>On or about the date of the 511 implementation launch a series of high profile media events – involving national newsmakers – including press conferences and editorial board meetings at both a national site and at major media centers within the early adopter sites</p> <p>Distribute materials that the media gets to 511 coalition members, early adopters and other identified critical target audiences</p> <p>Solicit media and arrange interviews for 511 spokespersons</p>	<p>Continue writing and distributing press releases and materials for press kits in coordination with Coalition members.</p> <p>Continue media contacts and arranging interviews</p> <p>Continue distribution of materials that the media gets to 511 coalition members, early adopters and other identified critical target audiences</p> <p>Arrange for a press clipping service to monitor and report on targeted daily and weekly print and broadcast media for 511 mentions - looking at circulation figures, the number of stories in a given period, analyzing content to see if 511 spokespersons, messages, visuals were used in the story, whether 511 spokespersons were quoted accurately? Did the messages get delivered? Were they effective?</p>	<p>Continue writing and distributing press releases and materials for press kits in coordination with Coalition members.</p> <p>Continue media contacts and arranging interviews</p> <p>Continue distribution of materials that the media gets to 511 coalition members, early adopters and other identified critical target audiences</p> <p>Continue press clipping service to monitor and report on targeted daily and weekly print and broadcast media for 511 mentions.</p>	
Develop & distribute “generic” 511 promotional materials to early 511 adopters for inclusion with their local press kits	<p>Continue to support media events hosted at sites of 511 adopters</p> <p>Develop & distribute updated “generic” 511 promotional materials to mid 511 adopters for inclusion with their local press kits</p>	<p>Support media events hosted at sites of “mid/late” 511 adopters</p> <p>Develop & distribute updated “generic” 511 promotional materials to mid/late 51 adopters for inclusion with their local press kits</p>	
511 spokespersons partake in media training to enable effective delivery of 511 messages to the media at individual interviews, at press conferences, and at editorial board meetings and other media events.	Continue media training	Continue media training	

Table 5. Implementation of Tactical Approaches – Private Sector

Time Frame			Responsibility
Near Term (Sept. 2001-April 2002)	Medium Term (April-December 2002)	Long Term (2003-2005)	
Maintain generic presentation on status of 511 implementation Research major industry events/conferences at which to have speakers and submit necessary paperwork to get speaking spots	Maintain generic presentation on status of 511 implementation Make presentations at meetings/events; enlist private sector members of policy group to make presentations.	Maintain generic presentation on status of 511 implementation Make presentations at meetings/events; enlist private sector members of policy group to make presentations.	
Promote publications in journals, newsletters, and/or websites Get articles published on status of 511 activities, especially the early adopter states	Get articles published on status of 511 activities	Get articles published on status of 511 activities	
	Develop 511 "Toolkit" on deployment and distribute to participants at 511 model deployment workshops	Distribute toolkit to other implementers and trade associations	
Increase subscription to 511 Advisory email list by including subscription information on all press releases and information distributed by AASHTO led working/policy team, and by marketing subscription through trade associations and at industry conferences	Ensure that all RFPs are included in Advisory emails Market subscription through trade associations and at industry conferences	Market subscription through trade associations and at industry conferences	
	Sponsor 511 one day workshops (similar to the sponsored by the I-95 Coalition and ITS America in early 2001). Hold workshop in early 2002 and possibly hold another one in late 2002 and/or hold several smaller, regional workshops	Continue to schedule more workshops in depending on success of earlier ones and need at that time	
		Schedule and plan tours of existing 511/ATIS sites	
	Design, create, and distribute promotional materials/brochures once content, consistency and cost issues are resolved.	Update as needed and distribute	
Create and maintain information "clearinghouse" (website) where the most up to date information, RFPs, and press material is located - initially, house this information on existing association web-site	Consider creation of dedicated 511 web-site. On-going maintenance and updating of web-site	On-going maintenance and updating of web-site	

Table 6. Implementation of Tactical Approaches – Trade Associations

Time Frame			Responsibility
Near Term (Sept. 2001-April 2002)	Medium Term (April-December 2002)	Long Term (2003-2005)	
Draft generic presentation Identify associations and their conferences and identify speakers from speakers bureau to give presentation at those conferences	Continue to make presentations from speakers bureau on status of 511 at industry events/conferences		
Create 511 Campaign Identity	Continue 511 Campaign Identity	Continue 511 Campaign Identity	
Create 511 Information Clearinghouse	Disseminate Information via the 511 Clearinghouse	Disseminate Information via the 511 Clearinghouse	
Draft and distribute news releases and press kits Get articles published in trade journals, newsletters and websites	Continue to create and distribute news releases and press kits Get articles published in trade journals, newsletters and websites	Continue to create and distribute news releases and press kits Get articles published in trade journals, newsletters and websites	
Disseminate Advisory Emails	Disseminate Advisory Emails	Disseminate Advisory Emails	
	Create and distribute 511 Toolkit	Continue toolkit distribution	
	Develop and offer workshop and courses on 511 guidelines and best practices	Offer workshop and courses on 511 guidelines and best practices	
Adopt / ratify guidelines where applicable			

VII. Evaluation of the National 511 Marketing and Outreach Program (Optional)

Measures of Success/Evaluation

The marketing and outreach program for the 511 National Coalition can be evaluated across several criteria. The benefit of a comprehensive evaluation of the program and its specific products or services is that it can provide feedback to help shape future activities. Although the resources, responsibilities, and schedule for evaluation are not reflected in other parts of the document, this optional activity can be considered at an appropriate point in the mid-term stage of the Marketing and Outreach Plan.

Content

The evaluation objective will be to measure how well key target audiences identify with and are able to recall the important 511 messages, and the completeness of the recall (i.e., are they receiving and understanding the full message). Evaluation tactics include focus groups and surveys.

Process

The evaluation objective will be to measure the efforts of campaign intermediaries, the media, and deployers, including the marketing efforts of the participating agencies. Specific information that would be identified and tracked would be: media clips/coverage, partner contributions to the campaign—whether through in-kind creation and/or distribution of advertising and promotional pieces. Evaluation tactics include media clipping services, reporting of partnership activities at key partnership meetings, and maintaining an active file of partner contributions.

Outcome

The evaluation objective will be measuring the actual results of the national 511 communications and outreach campaign, in this case, the number of 511 deployments, their adherence to guidelines, the level of usage of 511 and the perceived usefulness of the information to 511 users. Evaluation tactics include interviews with deployers and surveys and focus groups of end-users.

VIII. Budget and Schedule

Activities identified in this plan cover the period September 2001 through June 2005. As stated in Section 6, marketing and outreach activities over the period have been divided into three phases:

- **Near-term through the first quarter of 2002**, in which the identity campaign is inaugurated, 511 guidelines are available, and a national launch event is held.
- **Mid-term from April through the end of 2002** to support the early deployers and spread the word to others.
- **Long-term from 2003 through mid-2005**, the end of the 5-year FCC period, to support an on-going steady stream of activities to sustain 511 deployment and use.

In estimating the budget required to undertake the strategies and tactics discussed earlier in the document, a decision was made to focus on the near-term activities and tasks so that the most pressing needs could be addressed first. Table 7 indicates the period of time – near, mid, or long– in which the work needs to begin. For the near-term (September, 2001 through mid-April, 2002), estimates of staffing required to undertake each activity and task is shown, with a total of 1721 hours required across all staff categories. These hours are for consultants that would be used specifically to address the 511 Marketing and Outreach Plan, and they do not represent staff of Coalition members or other parties who may be called upon to assist in implementation of this plan. For example, it is anticipated that U.S. DOT and associations such as AASHTO, ITS America, and APTA will work closely with the consultants in reviewing products, coordinating news releases and other activities.

The budget is presently under development.

Table 7. Near-Term Activities and Tasks and Staffing Requirements

Activities and Tasks	Period Initiated (N,M,L)	Staffing Requirements for Near-Term Activities			
		Project Manager	Senior Staff	Graphic Artist	Clerical Support
1. Campaign Identity		15	90	30	8
1A. Create Campaign Identity	N	15	90	30	8
2. Media Relations		35	380	0	43
2A. Media Relations Plan	N	15	200	0	22
2B. News Releases	N	5	20	0	3
2C. Press Kits	N	5	80	0	9
2D. Provide Media Training	N	5	60	0	9
2E. Arrange Interviews	N	5	20	0	0
2F. Opinion Editorials	M	0	0	0	0
3. Information Development		125	380	0	48
3A. 511 Collateral Materials	N	40	250	0	29
3B. 511 Information "Clearinghouse"	N	5	20	0	3
3C. Toolkit for 511 Deployment	M	0	0	0	0
3D. "Lessons Learned" White Papers	L	0	0	0	0
3E. Articles in Newsletters, Journals, Websites	N	80	80	0	16
4. Outreach and Training		130	340	0	48
4A. National Deployment Launch	N	80	240	0	32
4B. Kick-off events	M	0	0	0	0
4C. Tie Into Existing Meetings/Conferences	N	40	40	0	8
4D. Speaker's Bureau	N	5	40	0	5
4E. Workshops/Courses	M	0	0	0	0
4F. Scanning & other Tours of 511 sites	L	0	0	0	0
4G. Peer-to-Peer Program	M	0	0	0	0
4H. Advisory emails	N	5	20	0	3
4I. Advertising	L	0	0	0	0
5. Other Support Activities		40	4	0	5
5A. Marketing Research	N	40	4	0	5
5B. Provide marketing assistance and/or updates to 511 mid/late adopters	M	0	0	0	0
5C. Identify funding sources for 511 implementation	M	0	0	0	0
Total Hours		690	2358	30	304

The near-term schedule is presented in Table 8. It shows that work begins in September of 2001 and would extend through mid-April of 2002.

Table 8. Schedule for Near-Term Activities and Tasks of 511 Marketing and Outreach Plan

Activities and Tasks	Near Term Task	Schedule							
		9/01	10/01	11/01	12/01	01/02	02/02	03/02	04/02
1. Campaign Identity									
1A. Create Campaign Identity	N	X	X						
2. Media Relations									
2A. Media Relations Plan	N	X	X	X	X	X	X	X	X
2B. News Releases	N		X	X	X	X	X	X	X
2C. Press Kits	N	X	X	X	X	X	X	X	X
2D. Media Training	N			X	X	X	X	X	X
2E. Arrange Interviews	N			X	X	X	X	X	X
2F. Opinion Editorials									
3. Information Development									
3A. 511 Collateral Materials	N	X	X	X	X	X	X	X	X
3B. 511 Information "Clearinghouse"	N		X	X	X	X	X	X	X
3C. Toolkit for 511 Deployment									
3D. "Lessons Learned" White Papers									
3E. Articles in Newsletters, Journals, Websites	N			X	X	X	X	X	X
4. Outreach and Training									
4A. National Deployment Launch	N	X	X	X	X	X	X	X	X
4B. Kick-off events					X	X	X	X	X
4C. Tie Into Existing Meetings/Conferences	N		X	X	X	X	X	X	X
4D. Speaker's Bureau	N			X	X	X	X	X	X
4E. Workshops/courses									
4F. Scanning & other Tours of 511 sites									
4G. Peer-to-Peer Program									
4H. Advisory e-mails	N		X	X	X	X	X	X	X
4I. Advertising									
5. Other Support Activities									
5A. Marketing Research	N				X	X	X	X	X
5B. Marketing assistance to 511 mid/late deployers									
5C. Identify funding sources for 511 implementation									

Appendix 1: Example of Consumer/End-User Strategy and Tactics

Consumer audiences can be segmented into the following categories:

- National/local
- Resident/visitor
- Mode-specific (e.g., traffic, transit, carpool, etc.)
- Commercial customers (e.g., CVOs)

The goals for 511 marketing and outreach, as they apply to each of these consumer categories, generally remain the same across all categories:

- Promote awareness of national 511 efforts
- Build support for local 511 implementations, if none currently planned
- Increase awareness and use of local 511, if the service is available

The methods for reaching each of these consumer categories can differ. The following table highlights some possible variation in the tactics that can be used for each of the various consumer audiences:

Tactics Proposed for Marketing TravInfo 511 Service

<ul style="list-style-type: none"> • Work with state and local transportation agencies on implementation of "511" Highway Signage campaign (e.g., PSA campaign) • Work with DMVs on outreach opportunities (e.g., mention in state license manuals, brochures) • Work with APTA, AASHTO on outreach possibilities (e.g., PSAs) • Work with automobile associations on promotion 	<ul style="list-style-type: none"> • PSAs and PR campaign with local Highway Patrol, state DOTs, local police (may want to tie the campaign to a joint public education effort with the law enforcement agencies) • Work with agencies to coordinate national and local messages • Work with local newspapers to promote 511—especially for major events or during times of bad weather 	<ul style="list-style-type: none"> • Work with existing resources (e.g., employer groups, major traffic generators such as sports facilities, airports) to distribute material to users/customers 	<ul style="list-style-type: none"> • Work with Airports and Chambers of Commerce, major travel destinations, travel associations (e.g., AAA) to promote the number and its services 	<ul style="list-style-type: none"> • Work with local transit and paratransit operators on promotion of 511 to its customers/users • W2W service providers (case mgrs) • Work with existing resources (e.g., employer groups, Air Districts, major traffic generators such as sports facilities, airports) to distribute material to customers 	<ul style="list-style-type: none"> • CHP, state and local police • Work with state and local transportation agencies on implementation of "511" Highway Signage campaign (e.g., PSA campaign) • Work with DMVs on outreach opportunities (e.g., mention in state license manuals, brochures) • Work with automobile associations on promotion of the number (e.g., articles, editorials, 	<ul style="list-style-type: none"> • Work with carpooling, bicycling organizations to distribute material to its customers • Work with existing resources (e.g., employer groups, Air Districts, major traffic generators such as sports facilities, airports) to distribute material to customers 	<ul style="list-style-type: none"> • Work with local freight, trucking, delivery services, and companies with major sales forces in the field to promote the number in company publications
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of the number (e.g., articles, editorials, brochures, paid advertisemen ts) <ul style="list-style-type: none"> • Prominent national PR “campaign” (e.g., Secretary of Transportatio n with state and local police forces, transportatio n agencies at kick-off of each local 511 implementati on). • Work with national tour and travel operators’ associations 					brochures, paid advertisement s)		
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Appendix 2: Key Talking Points

In addition to information contained in the background section of this document, there are a number of questions that consistently get asked about the national 511 deployment effort. Below is "Q and A" discussing the current state of 511 deployment:

Questions and Answers About 511 511 – America's Traveler Information Number

What is 511?

Much like 911 is to emergency services, 511 will be to local traveler information services. Travelers won't have to remember any of the over 300 telephone numbers that exist for traveler information (traffic and transit) services in the United States. 511 would serve as that number - an (abbreviated) telephone dialing of an exclusive and nationwide 3-digit number that will provide "basic" traveler information services that have a common "look" and "feel" to them. Additionally, "premium" 511 traveler information services may be introduced by the private sector, thereby allowing for competitive business strategies in the marketplace.

Why the need for an easy-to-remember, nationwide traveler information phone number?

People are increasingly living "just-in-time" lives. As such, they place great value on having access to information that enables them to better cope with the stress associated with their daily travel. Easy access to traveler information services helps people choose travel options which meet their individual needs. Such information can also help balance the demand on today's multi-modal transportation systems. Research has shown that travelers view relief from the stress associated with travel as one of the greatest benefits of traveler information.

What is being done to satisfy this need?

Recognizing the importance of making traveler information easily accessible throughout the country, a body of transportation agencies, transit operators, metropolitan planning organizations and local agencies joined to support a United States Department of Transportation (USDOT) petition to the Federal Communications Commission (FCC) to designate 511 as an exclusive national traveler information access phone number. The USDOT petition was presented in March of 1999. The FCC 511 designation occurred in July of 2000. In 2005, the FCC will review the progress in implementing 511 traveler information systems.

Who is leading this effort?

The American Association of State Highway and Transportation Officials (AASHTO), in cooperation with the United States Department of Transportation (USDOT), the American Public Transportation Association (APTA), and the Intelligent Transportation Society of America (ITS America), is leading a public-private effort to deploy 511 systems nationwide. The goal of the

coalition is to secure the timely establishment of a national 511 traveler information service that is sustainable and which provides value to users.

Who else is involved?

The effort to build out a national 511 traveler information system will succeed only if the public and private sector work together and bring the unique skills of their respective areas of expertise to bear on it. To that end, a coalition of representatives of more than 30 different public agencies, industry groups, industry associations, and private companies from around the country, have been formed and are meeting to help facilitate this national effort and are working cooperatively with one another. The desire is to include both traditional and non-traditional transportation partners, such as representatives of both the wireline and wireless phone providers, which are both included in this coalition. The national 511 coalition is working together to further define the 511 vision, and to enable the establishment of 511 as the number to call for traveler information services nationwide.

What kind of Traveler Information might be available to travelers that dial 511?

The possibilities for 511 service information are varied, and may feature various types of road, transit and travel information including, but not necessarily limited to:

- Traffic Information
- Transit Information
- Road/Weather information
- Parking Information
- Travel time and/or speeds along major highways and arterials
- Routing/alternate route information
- Road closures, detours, delays and openings due to construction, incidents and accidents
- Major/Special events

Are there any other service options under consideration?

The ability to cross-connect to other N11 numbers in order to appropriately route calls dealing with emergencies or requests for assistance is also a service option under consideration. The need for 511 services to be ADA compliant, and to take into account the unique characteristics and demographics of the geographic region, the modes of transportation, and the types of facilities users will encounter in a given area is also under consideration.

Will I be able to access 511 by use of any other technology?

Members of the national 511 coalition are aware of the need for a uniform national framework that will ensure the consistency, accuracy and reliability of 511 traveler information services. This framework will ultimately be used as a tool to ensure that there is a common expectation of what 511 is, no matter where or how it is accessed (or on what device – such as palm computer, cell phone, lap top, or any other new and emerging technology). Overall, the “look” and “feel” of basic 511 services should be the same no matter where or how a customer accesses the service.

How much will travelers have to pay?

The expressed desire is for core (basic) public service elements to cost the end user no more than the cost of a local wireline or wireless call. It's also recognized that there could be additional charges for premium or other additional local service options

Where can I find out more information about the national 511 initiative?

For information on the national 511 initiative, you can visit:

<http://www.itsa.org/511.html>

<http://www.its.dot.gov/511/511.htm>

Where will 511 services begin to "roll-out" first?

USDOT & AASHTO have identified six Early Adopter sites for Lessons-Learned "Case Studies" for establishing national guidance. These sites include Arizona, Greater Detroit, Minnesota, the Commonwealth of Kentucky, the San Francisco Bay Area, and Utah.

Arizona

What's happening today?

At least in the near-to-mid-term, Arizona Department of Transportation will continue to operate its Voice Remote Access System (VRAS) as the gateway to traveler information in the state. VRAS is an automated interactive voice response system that handled over 100,000 phone calls in 2000. The service will continue to be free to callers. Key elements of the vision of the Arizona approach are:

- Reprogram switches to point 511 calls to the VRAS
- Expand system capacity to meet anticipated demand
- Include a call forwarding option to reach the appropriate transit agency, and where available, dial a ride services
- Deploy roadside signage to "advertise" 511

What about a longer term 511 vision?

An Arizona 511 Task Force has been established to coordinate the conversion of existing phone systems to 511 and facilitate their functional expansion. The Task Force identified several key issues and steps needs to roll out 511 services, with an initial focus on wireline calls. Technical and financial agreements to enable call routing need to be arranged.

The Commonwealth of Kentucky

What's happening today?

The Kentucky Transportation Cabinet (KYTC) is ahead of all others in implementing 511 having previously obtained 211 for use in providing Traveler Information for the Cincinnati/Northern Kentucky border. They saw public access increase 73% for the 3-digit number in Kentucky compared to the use of a 7-digit number on the Ohio side. The landline carrier and two wireless

carriers have already converted to access to 511. The KYTC is currently working with four other wireless carriers to convert to 511. In the Cincinnati and northern Kentucky metropolitan area, the nation's first 511 service was publicly launched on June 11, 2001.

On a Statewide basis, there are two key activities in converting to 511:

Number assignment. On October 30, 2000, the Kentucky Public Service Commission assigned the 511 dialing code to the KYTC on a permanent, statewide basis

Call Routing and Cost Recovery. KYTC is presently negotiating with major wireline carriers on the cost of providing the service. Other wireline carriers are expected to follow. The KYTC is also working to convert existing wireless services to 511.

What about a longer term 511 vision?

When completed, the Commonwealth envisions four regional 511 services overlaid on a statewide system. Plans call for services such as those offered in Northern Kentucky to be available in the Louisville and Lexington metropolitan areas and the Cumberland Gap region of Southeast Kentucky. Each of those systems would offer connectivity to the Statewide Road Condition Report that would be the default system in all other areas of the state. It is also envisioned that callers to the Road Condition Report could be routed to any of the four regional areas at their option. The system routed to would depend upon callers desired traveler information location. KYTC plans to continue the service as a free call to users in the foreseeable future.

Minnesota

What's happening today?

The short-term vision for 511 in Minnesota is to provide statewide cellular access to the Winter and Summer Road and Weather Conditions information system. Of the many transportation and tourism related phone information systems currently operating in Minnesota, the following have been identified as most relevant in terms of near-term plans for 511 conversion:

- Winter and summer road and weather conditions
- Minnesota condition acquisition and reporting system
- Road and weather information system

What's Minnesota's longer term vision for 511?

Minnesota's long-term vision for 511 is still being developed. The final long-term vision will include input from tourism, transit, freight, parking and other transportation information stakeholders. The long-term vision will also explore the appropriate public and private roles to assure long-term sustainability and quality of service. Ongoing activities in Minnesota include:

- Creation of executive and technical groups to manage 511 implementation.
- Informal contact with cellular providers for purposes of enabling 511.

- Coordination with other N11 stakeholders (211, 711 and 911).
- A 511 workshop (planned for mid-2001) to get stakeholder input to an overall Minnesota 511 vision and deployment plans.

Evaluation of the Winter and Summer Road and Weather Condition system from a traveler perspective (planned for the spring of 2001). The evaluation will look at both information content and menus used to access the information.

San Francisco Bay Area

What's happening today?

Since 1996, the San Francisco Bay Area Metropolitan Transportation Commission (MTC) has operated TravInfo® as a comprehensive system to gather, organize and disseminate timely information on San Francisco Bay Area traffic and road conditions, public transit routes and schedules, carpooling, highway construction and road closures, van and taxi services for disabled travelers, park-and-ride facilities, and bicycle programs. Four key activities are presently occurring:

Call Routing. MTC is working with SBC/Pacific Bell, the dominant landline carrier to determine the most cost-effective and fairest method, technically and contractually, to route calls via 511. Additionally, MTC is determining the most efficient Interactive Voice Response system architecture to cost-effectively serve the nine county, six area code region.

Information enhancements. Upgrades in data collection, data fusion, agency coordination and information dissemination will be occurring between now and Summer 2002.

Marketing. Significant resources (over \$1M annually) has been allocated in the coming years to market TravInfo®, with the principal focus of the marketing being the phone service.

Statewide Coordination. MTC is working closely with Caltrans and other regions in California to facilitate an orderly, coordinated deployment of 511 throughout the state.

What about a longer term 511 vision?

At the earliest practical time, TravInfo® will be accessible via 511 in the present nine county area served by 817-1717 today. Further, as a means to provide information to those coming to but not yet in the Bay Area, MTC will be exploring ways callers outside the area will be able to access the same information (e.g. via a 1-800 toll-free number). Concurrently, MTC is upgrading its entire traveler information system to improve the quality, accuracy and timeliness of available information and increase the number of road miles of coverage. Thus, the 511 service will be supported by higher quality information over a greater geographic coverage area.

Utah

What's happening today?

The 2001 Utah State Legislature passed House Bill 202 designating the Utah Department of Transportation (UDOT) as the lead agency to implement 511 within the State. UDOT will be responsible for coordinating and accommodating requests for all agencies interested in providing information on the 511 system. UDOT will be the single point of contact with the phone companies for implementation and administration of 511 within the State.

Some of the current activities include the following:

UDOT established an advisory group to help determine the content to include on the 511 system. The Utah Transit Authority, Salt Lake City, Utah Department of Public Safety, Utah Motor Transport Association, FHWA and others are all participating with UDOT to develop the system. A contract utilizing Georgia Tech's Human Factors expertise is in place to aid in the design of the phone system interface. Their expertise will help make the system as efficient and user friendly as possible.

All landline and wireless carriers within the state have been contacted regarding 511 and discussions regarding implementation have begun. Qwest, the largest landline provider in the state, is in the process of developing new software to handle the 511 switching. This should be available July 2001.

UDOT is negotiating a contract with a Systems Integrator to purchase a new phone system to handle the 511 calls, program the system, and integrate information from the ATMS to the phone system.

Event Tracking System software is being developed to track all planned events including construction, maintenance, permitted utility work and special events that will impact traffic conditions. This tool will allow the State, City and County agencies to report on their activities and allow field personnel to update conditions on their projects via telephone keypad entry from the field. This system will be implemented Spring, 2001 and the information will be used to update the 511 system and the CommuterLink website located at www.UtahCommuterLink.com.

What about a longer term 511 vision?

With the Winter Olympic Games coming to Salt Lake City in February 2002, the primary focus is to have 511 service available in Salt Lake City and surrounding areas before the Games. 511 will be a valuable tool to disseminate traveler information during the Games. It is anticipated that 511 service will be available to this area by Fall of 2001. As a secondary focus, UDOT will continue to work with the telephone companies outside of the Salt Lake area to implement 511 on a statewide basis as soon as possible.

Where can I find more information about the 511 early adopter sites?

Early 511 Adopter Site	Contact	Website
Arizona	Timothy Wolfe, P.E. Assistant State Engineer Arizona Department of Transportation Transportation Technology Group 2302 West Durango Street, Mail Drop PM02 Phoenix, AZ 85009-6452 602/255-6622 twolfe@dot.state.az.us	http://www.its.dot.gov/511/AZ-Overview.pdf
Kentucky	R. Leon Walden, P.E. ITS Team, Division of Operations Kentucky Transportation Cabinet State Office Building Frankfort, KY 40622 502/564-4556 lwalden@mail.kytc.state.ky.us	http://www.its.dot.gov/511/KY-Overview.pdf
Minnesota	Dave Ekern Assistant Commissioner Minnesota Department of Transportation 395 John Ireland Blvd., MS 140 St. Paul, MN 55155 651/296-6884 dave.ekern@dot.state.mn.us	http://www.dot.state.mn.us/guidestar/511proj.html http://www.its.dot.gov/511/MN-Overview.pdf
San Francisco Bay Area	Emily Van Wagner TravInfo® Project Manager Metropolitan Transportation Commission 101 Eighth Street Oakland, CA 94607-4700 510/817-3282 evanwagner@mtc.ca.gov	http://www.its.dot.gov/511/SF-Overview.pdf
Utah	Bryan Chamberlain ATIS Project Manager Utah Department of Transportation – Box 141265 Salt Lake City, UT 84114-1265 801/965-4222 bchamber@dot.state.ut.us	http://www.its.dot.gov/511/UT-Overview.pdf